

Proposed 2015 Sign Ordinance Zoning Changes

To amend the current Sign Ordinance to align with State law updates and current Town enforcement procedures.

Amend Article VII: Section 7.06.3 Definitions to modify 'Banner Sign', 'Changing Sign (electronic)', 'Flag', 'Flashing Sign', 'Portable Sign', 'Temporary Sign', and 'Wall Sign' and add definition of 'Storefront'.

- Amend **Banner sign**: A temporary sign of lightweight material (paper, plastic or fabric) hung either with or without frames. Flags and insignias containing markings of any government, corporation or business are not considered banners, and are defined as flags.
- Amend **Changing sign (electronic)**: A sign that is either electronically or electrically controlled to illustrate different copy changes on the same sign. This sign's message may be changed by electronic switching or automatic switching of lamps or alteration in the level of illumination or other illumination source to form words, letters, designs, figures, numerals and pictures often through the apparent vertical or horizontal movement of light. Such signs shall not include a flashing light source. In the case of a changing sign (electronic), flashing shall be defined as an interval of illumination less than five (5) minutes in duration; provided, however, that time and temperature text shall be maintained for a period of fixed illumination of not less than five (5) seconds in duration. A changing sign includes, without limitation, time, temperature, date and message centers or reader boards, indexing signs, and those known as electronic message centers. (Also see "flashing sign".) Changing signs (electronic) cannot be flashing signs as defined by this regulation.
- Amend **Flag**: Banners that represent a nation, state or other political or corporate entity, or display "open", or business hours of operation, or business identification with no advertising.
- Amend **Flashing Sign**: A sign that contains an intermittent light source or includes the illusion of intermittent light by means of animation or an externally mounted intermittent light source. Flashing signs are prohibited in all zoning districts in the Town.
- Amend **Portable Sign**: Any sign not permanently attached to the ground or permanent structure, or a sign designed to be transported. Portable signs include, but are not limited to, signs designed to be transported by means of wheels, A-frame signs, menu and sandwich board signs, and advertising flags. Flags that indicate "Open" or hours of operation, or business identification are not considered portable signs.
- Amend **Temporary sign**: Any sign established for any period of less than six (6) months. See definitions for portable, short term temporary, and long term temporary signs.
- Amend **Wall sign**: Any sign attached parallel to the building wall or other surface to which it is mounted that does not extend more than twelve (12) inches from said surface and has only one (1) sign face that is intended to be read parallel to the wall or other surface to which it is mounted. Window signage shall not be included in the total allowable wall sign area. Wall sign also includes any sign established on any other part of a building provided that the sign is on a plane parallel to the wall of the building. Wall signs may not project above the top of a parapet, wall or the roof line at the wall, whichever is highest. A wall sign is also that sign established on a false wall or false roof that does not vary more than thirty (30) degrees from the plane of the building's parallel wall. Also, fascia signs or façade signs. (2013)
- Add definition of **Storefront**: The side of the store or business facing the public right-of-way or from which provides primary customer or business access.
- Amend Article VII: Section 7.06.4 Prohibited Signs to revise paragraph of section 7.06.4.E, and 7.06.4.H and remove Section 7.06.4.K.
 - Amend paragraph 7.06.4.E: Any flashing sign, changing sign (electronic) or other sign or lighting device on the exterior of the building, except as provided for herein, or the regulations applicable to a particular sign structure; and,
 - Amend paragraph 7.06.4.H: Any sign mechanically animated by attachment affected by the movement of the air; and,

- Remove paragraph 7.06.4.K
- Amend Article VII: Section 7.06.5 General Administration to revise paragraph 7.06.5.C.17
 - Amend paragraph 7.06.5.C.17 to state:

17. Signs that are portable as defined herein and temporary in nature and not covered in the foregoing categories and subject to Section 7.06.I
- Amend Article VII: Section 7.06.7:D Awning Signs/Canopy Signs/Marquee Signs/Projecting and Suspended Signs to revise Section 7.06.7:D.3

3. The copy area of awning/Canopy/Marquee signs is computed as all or a portion of the allowed wall sign area.

Amend Article VII: Section: 7.06.7.E Wall Signs (Fascia Sign Or Façade Sign) to remove in its entirety and replace with the following language:

- Amend **E Wall Signs (Fascia Sign Or Façade Sign)**
 1. Definition: **Wall Sign:** Any sign attached parallel to the building wall or other surface to which it is mounted that does not extend more than twelve (12) inches from said surface and has only one (1) sign face that is intended to be read parallel to the wall or other surface to which it is mounted. Window signage shall not be included in the total allowable wall sign area. Wall sign also includes any sign established on any other part of a building provided that the sign is on a plane parallel to the wall of the building. Wall signs may not project above the top of a parapet, wall or the roof line at the wall, whichever is highest. A wall sign is also that sign established on a false wall or false roof that does not vary more than thirty (30) degrees from the plane of the building's parallel wall. Included within this definition are signs commonly called fascia signs or façade signs. (2013)
 2. Applicability: The following table [7.06-2] summarizes the standards regarding Wall Signs: (2015)

	Zoning Districts								
	C	I	ICI	ICI-2	LCB	A	B	R	OSD
Standards									
Permitted?	Y	Y	Y	Y	Y	Y	Y	Y	Y
Permit Required?	Y	Y	Y	Y	Y	Y	Y	Y	Y
Design Characteristics									
Electronic message copy	Y	Y	Y	Y	Y	Y	Y	Y	Y
Price numbering signs	Y	Y	Y	Y	Y	N	N	N	Y
Changeable copy	Y	Y	Y	Y	Y	N	N	Y	Y
Maximum Area per Storefront	***	***	***	***	**	*	*	*	**

Table 7.06-2

* = Fifty percent (50%) of the storefront's linear measure or maximum of one hundred (100) square feet, whichever is less.

** = Seventy-five percent (75%) of the storefront's linear measure or maximum of fifty (50) square feet, whichever is less.

E. Table 7.06-8

Short-Term Temporary (STT) On-Premise Signs:

	Zoning Districts								
Standards	C	I	ICI	ICI-2	LCB	A	B	R	OSD
Permitted?	Y	Y	Y	Y	Y	N	N	N	Y
Permit Required?	*	*	*	*	*				*
Number per site	2	2	2	2	2				2
Dimensions									
Maximum area per sign	50	50	50	50	32				16

Table 7.06-9

Long-term Temporary (LTT) On-Premise Signs:

	Zoning Districts								
Standards	C	I	ICI	ICI-2	LCB	A	B	R	OSD
Permitted?	N	N	N	N	N	Y	Y	Y	N
Permit Required?						*	*	*	
Number per site						2	2	2	
Dimensions									
Maximum area per sign						**	**	**	

Table 7.06-10

* = A STT or LTT sign with an area that is equal to or less than six (6) square feet does not require a permit. A STT or LTT sign with an area that is greater than six (6) feet must have a permit.

** = LTT signs area depends on the total acreage of the property where the sign is to be established. For properties consisting of less than five (5) acres of land, the maximum area permitted is six (6) square feet. For properties five (5) acres or larger, the maximum area permitted is twelve (12) square feet without a permit and sixteen (16) square feet with a permit.

- a. An applicant may apply no more than six (6) times in any twelve months for a permit for a STT sign. A permit for a STT sign is valid for thirty (30) days and expires without further action by the Code Administrator. The fee for temporary sign permits is waived.
 - b. An applicant may apply no more than two (2) times in any twelve months for a permit for an LTT sign. A permit for a LTT sign is valid for seven (7) months and expires without further action by the Code Administrator. The fee for LTT sign permits is waived.
 - c. An applicant in a non-residential district may apply to the Zoning Board of Adjustment for a special exception to be allowed a LTT sign.
2. No STT or LTT signs may be established in any public right-of-way. The purpose of this restriction is to ensure that temporary signs do not impede pedestrian or vehicle traffic or otherwise create a public safety hazard in any area that is regularly traveled by the public on foot or by vehicle.
- Amend Article VII: Section: 7.06.8:D General Provisions, to revise paragraph 7.06.8:D.5 to add language relative to portable signs in the Oval Sub-District.
 - 5. A-frame signs not exceeding six (6) square feet may be used on a public sidewalk in the Oval Sub-District where approved by Code Enforcement provided they do not obstruct or interfere with pedestrian traffic; and,